

2015 Official Arizona Visitor Marketing



Effective eMail Outreach

AOT's monthly eNewsletters are sent to 295,000 travelers who have opted to receive frequent Arizona travel information. Specialty eNewsletters are sent to niche markets. Reach these loyal prospects and keep yourself top-of-mind with frequency of message.

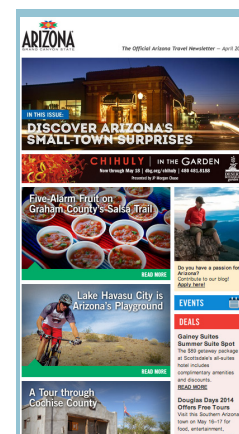
Outstanding Results

The eNewsletters are designed to maximize engagement and interaction:

- 12% average open rate
- 4% average click rate

NEW BANNER AD

FEATURE SPONSORS



TRAVEL DEALS

	THEME	PLANNED EDITORIAL CONTENT	PLANNED EDITORIAL CONTENT
10/8/2014	Golf & Spas	SPECIALTY*	
10/15/2014	Creative Works	Live Theater	Folklorico & Mariachi Performances
11/5/2014	In the Holiday Spirit	Christmas on the Square	Made in AZ
12/10/2014	Super Bowl 2015	SPECIAL EDITION	
12/17/2014	AZ on Wheels	For the Love of Wheels	Road Biking
1/21/2015	Cactus League Spring Training	Fan Fests	Spring Training Events
2/18/2015	Arizona Flavors	Craft Brews	Farm-to-Table
3/18/2015	History Traveled	Loop Tours	Specialty Historical Museums
4/8/2015	Culinary Arizona	SPECIAL EDITION	
4/15/2015	Small-Town Arizona	Route 66	Bed & Breakfast Inns
5/20/2015	Park Yourself	State & National Parks	Geocaching at Parks
5/27/2015	Summer Deals	SPECIALTY*	
6/17/2015	Cool Summer	Fun Adult Water Sports	Unique Cool-Down Treats
7/15/2015	Native Culture	Artisan Spotlight	Adventures on Tribal Lands
8/19/2015	A View from the Top	Astronomy	Take to the Skies
9/16/2015	Fresh, Seasonal	Local U-Pick Farms & Fall Festivals	Historic Family-Owned Eateries

Monthly eNewsletter Rates: sent to 295,000 travelers

	NET RATES PER MONTH	COST PER THOUSAND
Feature Sponsor	\$2,500	\$8.47
Travel Deals	\$500	\$1.69
Banner Ad	\$1,500	\$5.08

Specialty eNewsletter Rates:

	DECEMBER: GOLF (45,000 TRAVELERS)	JUNE: SUMMER SPECIALS (30,000 TRAVELERS)
Feature Sponsor	\$1,100	\$850
Travel Deals	\$150	\$100
Banner Ad	\$475	\$425

Ad close is approximately 4-6 weeks prior to email blast. Space is limited. Each email is sent around mid-month (Subject to change by AOT).
NOTE: Arizona Office of Tourism will have final approval on banner ads before posting.

SPACE IS LIMITED SO DON'T DELAY

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